

Staff Summary Report



Development Review Commission Date: **04/24/07**

Agenda Item Number: **__7__**

SUBJECT: Hold a public meeting for a Development Plan Review including building elevations for Long John Silvers located at 1202 West Broadway Road.

DOCUMENT NAME: DRCr_LongJohnSilver_042407

PLANNED DEVELOPMENT (0406)

SUPPORTING DOCS: Yes

COMMENTS: Request for **LONG JOHN SILVERS RESTAURANT (PL070136)** (Ken Waltman, Nellis Management Company, property owner and applicant) for an existing building exterior color modification located at 1202 West Broadway Rd, in the CSS, Commercial Shopping and Services District and the Transportation Overlay (Corridor) District, including the following:

DPR07036 – Development Plan Review including building elevation modifications.

PREPARED BY: Sherri Lesser, Senior Planner (480-350-8486)

REVIEWED BY: Lisa Collins, Planning Director (480-350-8989)

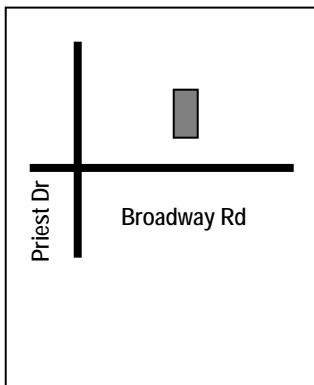
LEGAL REVIEW BY: N/A

FISCAL NOTE: N/A

A handwritten signature in black ink, likely belonging to Lisa Collins, the Planning Director.

RECOMMENDATION: Staff – Approval, subject to conditions (1 - 4).

ADDITIONAL INFO:



Site Area:	+/- 30,271.13 (0.695 acre)
Building Area:	+/- 1,844 s.f.
Bld'g/Lot Coverage:	+/- 6 %
Auto parking required:	45 spaces
Parking provided:	36 spaces

The applicant is requesting modification of the existing building color scheme and accent lighting. The proposed color scheme incorporates twelve (12) separate colors. The building repaint is part of a nationwide re-image effort on part of the Long John Silver Corporation. They are also proposing to replace the existing "nautical" character light fixtures with "gooseneck" light fixtures. A neighborhood meeting is not required with this application.

CONTENTS:

1. List of Attachments
2. Comments/Reasons for Approval/Conditions of Approval
3. History & Facts/Zoning & development Code Reference

ATTACHMENTS:

- A. Location Map
- B. Aerial Photo
- C. Design Narrative
- D. Front Elevation (each elevation is number coded to the color key)
- E. Right Side Elevation
- F. Left Side Elevation
- G. Rear Elevation
- H. Color Palette
- I. Site Plan
- J. Existing Site Photographs
- K. Example Photographs

COMMENTS:

The color scheme for the building incorporates twelve (12) separate colors in varying detail. The proposed color pattern is representative of the new image for the Long John Silvers Restaurants nationwide.

Project Analysis

The project is located on a freestanding site on the north of side of Broadway Road between Hardy Drive and Priest Road. In an area that is surrounded by other freestanding restaurants; multi-family apartment complexes and industrial buildings.

The predominant color of the building will be yellow/gold with a wainscot background of light gray and light blue and accented with beige and rust colored stripes. The trim color is salmon pink and light gray with blue standing seam metal roof (existing). The cupola element, at the top of the building, will have a checker board pattern of blue and yellow with a dark gray trim; see the color palette for specific colors. The new scheme also includes a subliminal image of a fish on the east and west elevations. The existing light fixtures will be replaced with gooseneck fixtures.

Conclusion

Staff recommends approval with a modification to remove the subliminal image on the east and west elevation and eliminate the checker board pattern on the cupola. The fish image is considered a sign and exceeds the maximum vertical and horizontal area allowed for wall coverage of a sign; the ZDC does not allow a sign to cover more than 80% of the background area. The cupola element is out of character with other building colors. The cupola was previously proposed with a checkerboard pattern (DRB92039) and the Design Review Board recommended that the pattern be eliminated.

REASONS FOR APPROVAL:

1. The project meets the General Plan Projected Land Use for this site.
2. The building is on a freestanding site and not part of a shopping center thus a unique color palette is acceptable.

DPR 07036

CONDITIONS OF APPROVAL

1. Your drawings must be submitted to the Development Services Building Safety Division for building permit by **March 27, 2008** or Development Plan Review approval will expire.
2. Remove subliminal "fish" image from east and west elevations and remove gooseneck fixtures from area below the roof peak; above painted image.
3. Replace checkerboard pattern on cupola element with main body color for building.
4. Provide main colors and materials with a light reflectance value of 75 percent or less. Specific colors and materials exhibited on the materials sample board are approved by planning staff. Submit any additions or modifications for review during building plan check process. During the repaint, planning inspection staff will verify colors on site.
5. Top dress bald spots in site planting areas with a matching decomposed granite application.

HISTORY & FACTS:

November 3, 1982

Design Review Board approved building elevations, site plan and landscape plan for Long John Silvers.

November 29, 1982

Board of Adjustment approved four variances for signage at Long John Silvers.

December 17, 1982.

City Council approved site plan for Long John Silvers.

April 1, 1992.

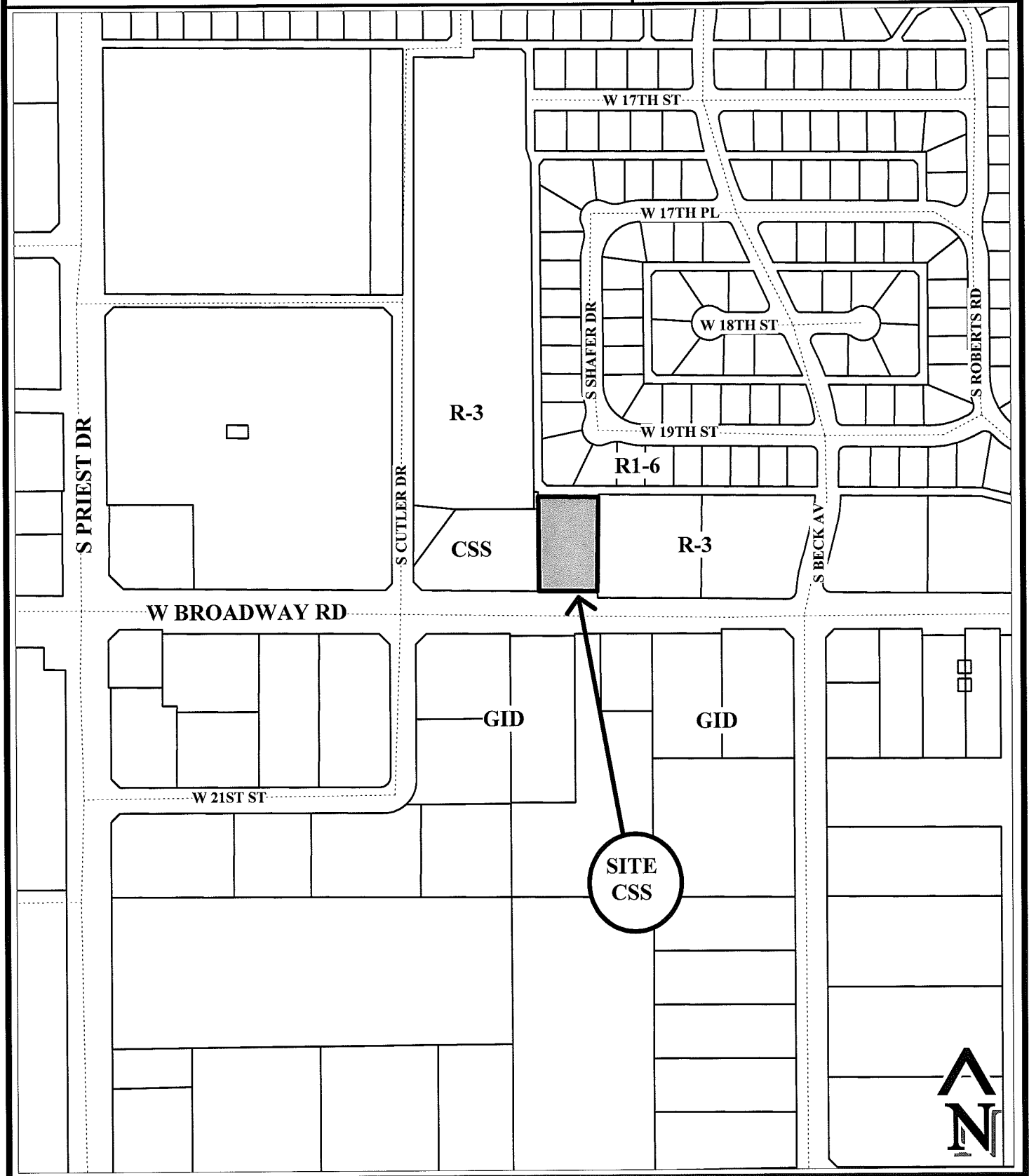
Long John Silvers Restaurant repainted their building without prior approval; the Design Review Board directed the applicant to tone down the roof color and the paint the cupola to match the roof color with trim color to relate.

ZONING AND DEVELOPMENT CODE REFERENCE:

Section 6-306, Development Plan Review

LONG JOHN SILVERS

PL070136





LONG JOHN SILVERS RESTAURANT (PL070136)

Scope of Work Requested-

Long John Silvers Re-Image – 1202 W. Broadway Road, Tempe

YUM brands and Long John Silvers have undertaken a nation wide initiative to refresh and re-image all of the existing locations. The re-image is a cosmetic overhaul of the building including a new color scheme and gooseneck exterior lighting. We have provided a color chip sheet and coordinating elevations identifying the proposed colors of the new paint scheme (See Attached).

The existing nautical lighting fixtures on the exterior of the building will be replaced with more traditional gooseneck lighting fixtures, as shown. An electrical review and permit will be applied for with lighting spec sheets prior of installation.

Images of the existing elevations of the Broadway Road Store have been attached, as well as elevations and actual photos of another store that has been completed with the same paint colors and gooseneck lighting fixtures.

Please accept this application and our request to administratively approve this request to repaint the exterior of this building and add these gooseneck lighting fixtures as described and identified in this correspondence.

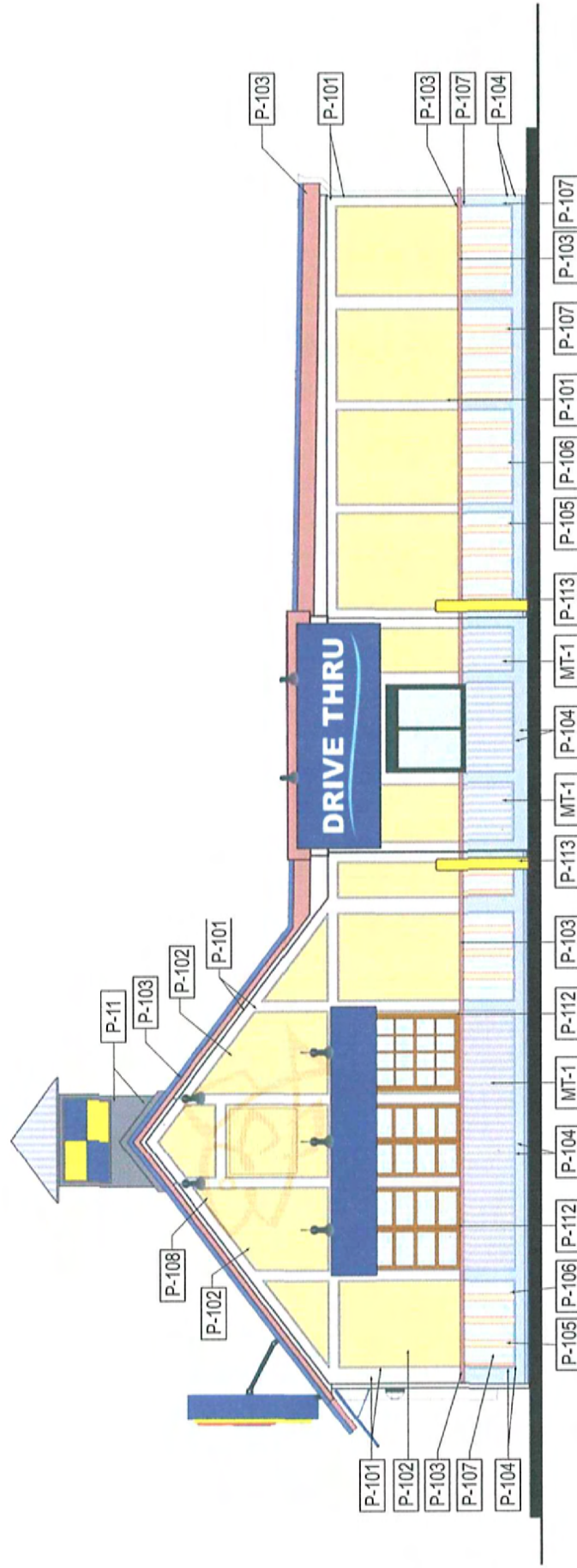
Thank you for your consideration with this mater.

R06 Option Exterior Paint Scheme



FRONT ELEVATION

Re-Image Critical Design Elements



RIGHT SIDE ELEVATION

Re-Image Critical Design Elements

Re-Image Critical Design Elements

Exterior Design: **R06 Option**
Exterior Paint Scheme-Benjamin Moore

P-101

Benjamin Moore
 Grant Beige
 HC-83

P-102

Benjamin Moore
 Westminster Gold
 200

P-103

Benjamin Moore
 Audubon Russet
 HC-51

P-104

Benjamin Moore
 New Hope Gray
 2130-50

P-105

Benjamin Moore
 Broadway Lights
 298

P-106

Benjamin Moore
 Autumn Cover
 2170-30

P-107

Benjamin Moore
 November Skies
 2128-50

P-108

Benjamin Moore
 Brookline Beige
 HC-47

P-109

Benjamin Moore
 Stone
 2112-40

P-110

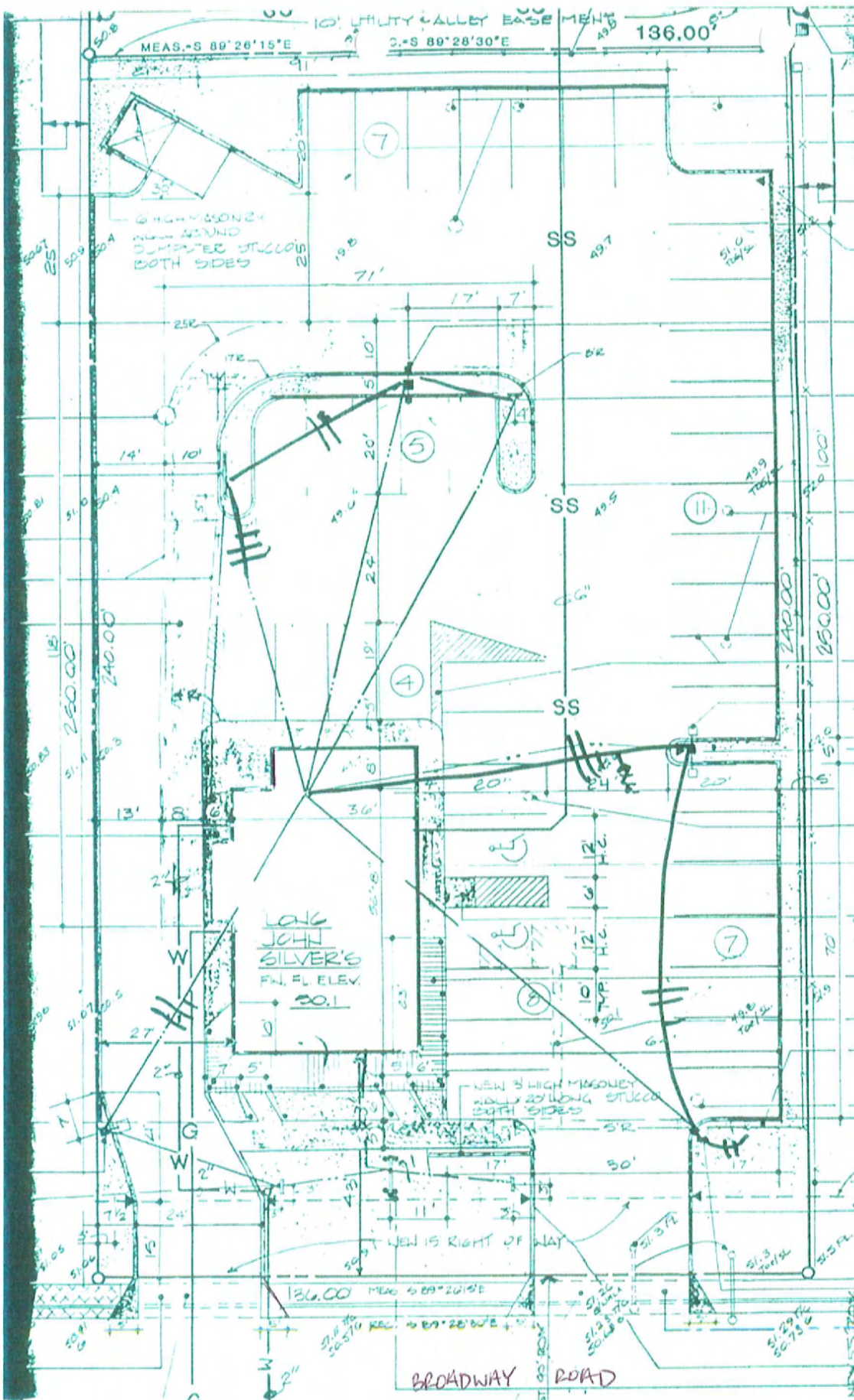
Benjamin Moore
 1207

P-111

Benjamin Moore
 Barley
 199

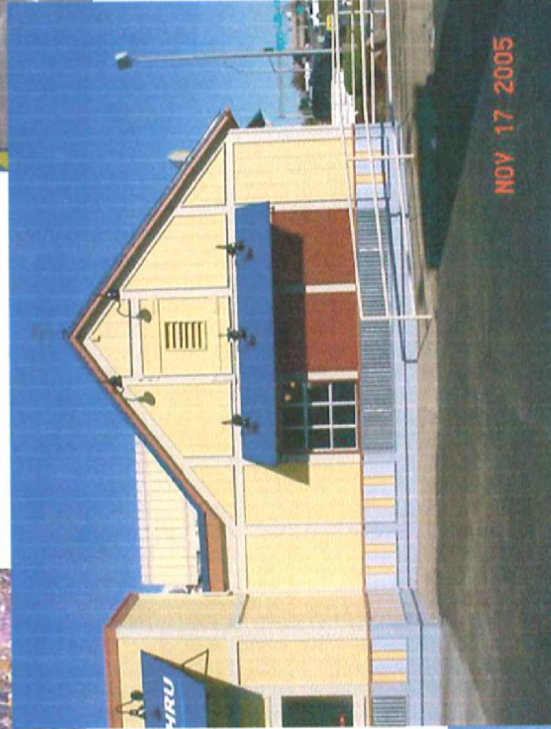
P-112

Benjamin Moore
 Red Rock
 2005-10



1202 W. Broadway Road, Tempe (Existing)





Proposed (K06 yellow paint scheme w/ goosebuck lights)